

- Labor Market Information Division is streamlining our delivery of career information
- Currently many products—all available on-line
- Our plan is to offer the best from each of our career products in one new on-line application

Goals

- Eliminate duplication—provide one on-line product to offer the best of each of the products we now produce
- Focus our use of resources
- Continue to offer analysis
- Allow for dynamic update of data on an ongoing basis. PDF format for current products not amenable to automated update
- Allow customers to
 - Select occupation and geographic area (and change selections on the fly)
 - View a brief summary as they explore a number of occupations, and/or
 - A more detailed career report
 - Print and walk away with an attractive report (or e-mail it to themselves)
- Start with 50 occupations, expand to the rest—offering links to our other products to fill the gaps in the interim

Target customers

- Individuals doing career research—students and job seekers
- Intermediaries—career counselors, placement offices, teachers, etc.
- Access points—libraries, career centers, community based organizations, etc.



Customer input

Customer input has been essential throughout the development process

- Three focus groups, representing youth and adults, in June 2006, before we began
- Focus group June 6, 2007—input from front line customers (career counselors from One Stops, High Schools, Community Colleges, ROP and Adult Ed, and students) on the usability and intuitive understanding of interface, report functions and content
- Near future—Anticipate additional customer involvement this summer/fall as we Beta test the new application



Next steps

- Complete front end and back end development
- Usability testing
- Soft launch/ Beta test in August/September
- Fine tune as needed
- Launch Fall 2007
- Expand to include 150 occupations within 12 months after first launch, continue to include additional occupations over time
- Market once we are comfortable that product is ready



Lets take a peek!

<http://Imidisa:8008/OccGuides/>

